

Thank you Campaign:

Saying thanks is fun, easy and essential to help build future campaigns. Here are some ways in which your company can express gratitude:

- Announce company and community campaign results through email, voicemail, company newsletter, bulletin boards, victory celebration, or company website
- Recognize your donors with the same communication vehicles
- Display United Way thank-you posters.
- Prepare a thank you letter from the CEO and your team to go to all donors
- Insert thank-you payroll stuffers in contributors' pay envelopes.
- Have a special celebration breakfast/luncheon for all Leadership Givers* in your company (*first-time givers or increased gift donors or all contributors)
- Offer lunch with the CEO for top contributors and top performers.
- Recognize the efforts of your committee members with a personalized thank-you letter, special event or a day off.
- Take pictures throughout the campaign of employees when they come to return a pledge card...have a wall of recognition or include them in your next newsletter or intranet update telling why they give to United Way
- Run an ad in your local newspaper honoring all of your company's contributors
- Work with other local businesses to gather items for drawings, giveaways, special treats, and prizes...or if your company has a budget for incentives, create one of your own to give to all givers as a thank you.
- Have a prominent person in the company open their home for a special dinner or sponsor one at a special and unique place for contributors
- Place a flower or small token of appreciation on every contributor's desk with a hand-written note
- Distribute thank-you awards such as mugs, pens and T-shirts to your team and the employees
- Invite team members to attend a special lunch away from the office

Good feelings go a long way...so does Communication! To keep your employees informed throughout the year and not just during your campaign, feature different stories (agency or employee testimonials) in your newsletter or on your website. Plan to do a bulletin board such as "United Way Dollars at Work", showing how donations to United Way are impacting your community. The possibilities are endless and you can come up with ideas of your own or ask for help.

Organize information:

Remember to keep a record of your results including a listing of givers for next year's campaign. Next year's team will appreciate your efforts & success, especially if you pass the records on to them.

Many companies have success with a team member stepping up to be the coordinator for the next year. This individual would have experienced the BEFORE, DURING, & AFTER campaign & will be an asset to the next year's success.